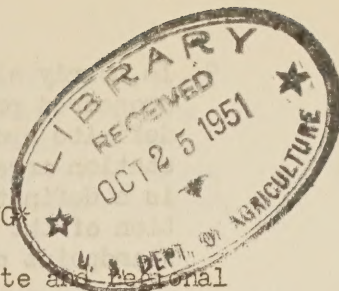


UNITED STATES DEPARTMENT OF AGRICULTURE  
EXTENSION SERVICE  
Division of Agricultural Economics  
WASHINGTON 25, D. C.



TELEVISION PROGRAMS FOR CONSUMER FOOD MARKETING

1. Television is or has been used by nearly all of the State and Regional Extension Service marketing programs to reach people with food marketing information. Effective use of this new medium has been reported from Delaware, Kentucky, Maryland, Michigan, Minnesota, Missouri, New England, New York, Oklahoma, and Utah.
2. States that are not making use of television for their food marketing education work are nearly all in locations where they do not have access to television facilities, or where the television facilities are very limited.
3. In some places Extension Service food marketing education personnel discontinued use of television because of the time required to prepare material and troubles caused by sponsorship of programs and refusal of stations to continue making available free time.
4. Up to April 1, 1950, Extension Service food marketing education personnel had presented 257 television programs dealing with food and food buyman-ship. Largest number of programs were presented in Minnesota, Delaware, New England, and Kentucky.
5. There was about equal division of the programs between regular Extension Service telecasts and the appearance of Extension people on other people's television programs. The programs were presented weekly, twice a month, or monthly, with most of the programs on once a week.
6. Where Extension Service people appeared as guests on other programs, these other programs were almost all women's programs or variety programs that featured music and information of special interest to women.
7. The States that had done the most television work were using guests on the programs. These included members of the State and County Extension staffs, homemakers, resident teaching personnel, home economics students, 4-H club members and leaders, professional people in the commercial field, producers, and representatives of other public agencies.
8. In no case is the Extension Service paying for any of the television time that it is using. In most cases, Extension people were asked to provide the program, by either the station management or someone who has a program on the station. In several cases, Extension people approached the station management and requested time for programs. In one case, the whole program idea, format, and content was developed and presented to the station management.

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\*Summary of replies from 18 Consumer Education in Marketing specialists.  
Prepared by Loa Davis, Chas. Eshbach, and Edwin Johnson.



9. In nearly all cases, the Extension program or the Extension section of sponsored programs is not sponsored. In the one case where there is a definite sponsorship tie-up, the sponsor changes occasionally; the station arranges the sponsorship and handles the advertising; and there is a definite separation of all Extension work from the advertising portion of the program. This arrangement has been very successful from the standpoint of both the station and the Extension people.
10. There was great variation in the length of the programs, ranging all the way from 5 or 6 minutes to 30 minutes. Most of the programs are either 30 minutes or 15 minutes. Opinions on whether the amount of time is enough or too much were generally that what was being used was about right, regardless of how much was being used. There was some feeling that 15 minutes was not enough for the material that the Extension people felt should be included. On the other hand, there was also the feeling that it would be harder to sustain interest for 30 minutes with some types of shows. Times of day when the programs are presented varied greatly. Several are telecast at 12:45 p.m.; other times included 10:30-11:00 a.m., 11:30-12:00 m., 2:00-2:30 p.m., 1:30 p.m., 2:00-2:15 p.m., 3:00 p.m., 4:00-4:15 p.m., and 7:00 p.m.

None of the people suggested any change from the times they are presenting their programs although one person who is presenting a program at 11:00 in the morning on one station and at 1:30 in the afternoon on another station suggested that the 1:30 is better for homemakers.

11. There was a great deal of variation in the arrangements for television programs. Scheduling of the broadcast ranged all the way from minutes to several months before presentation, and included one month, one to four weeks, one week, one day to one week, two months, two days, several weeks. There was expression of the need to make last-minute changes in such a subject matter field as food marketing.

Generally, the person who was responsible for the television show had to do most of the planning and development of the program, although there were instances where the Extension editorial office did some of the job, where the station was responsible for props and production. There was some division of work among the Extension people appearing on the program, but there was no pattern evident.

Time required for preparation varied greatly, and ranged from about one-half hour to as much as two days; and included one-half hour to one day, four to eight hours, two hours, two days, one-and-one half days.

There were practically no rehearsals. In one case, if the guests were inexperienced they were given a rehearsal. In another there was an informal rehearsal before the program for the benefit of the cameramen getting the sequences. In one case there was a definite rehearsal before each program. In all other cases there was no rehearsal.

12. Various visual materials were used in the television broadcasts. These included actual foods and other materials, flannelgraphs, charts, blackboards, models, posters, signs, maps, graphs, cartons, good buy baskets, photographs, and in one case a retail store produce counter. There was general emphasis on the use of actual products whenever possible.



13. The cost of grocery supplies used on the programs was handled in some cases on personal expense accounts or special requisitions, with the Extension Service paying the cost. In about as many cases, the radio station people paid for the products used. In one or two cases, commercial concerns provide some of the products without charge. In most cases, some of the food items are bought by Extension.
14. Few of the stations insist on make-up, though several suggest dark lipstick and dark powder base for the women. In one case, the station requires makeup. In one case the station expresses desires regarding clothing worn by participants in the program. Only a few of the Extension people use anything more than normal makeup.

Generally, there is an opening and closing to the Extension programs that remains the same and that identifies the program. The same is true where Extension people appear on other people's programs. In some cases the same theme song is used. In one case the Extension Editor acts as master of ceremonies. An Extension seal with name and title of Extension specialist is used in another. In all cases credits to Extension Service are clearly stated.

15. There was not much definite information on the people reached by TV, and the reactions of those people. Generally, the people reached were stated as producers and consumers, homemakers in a particular city area, consumers in an area of several States, or rural and urban people.

"Both urban and rural residents," "mostly homemakers," "younger homemakers," and "all kinds of people," sum up the opinions on who write in.

Information requested by viewers is usually something offered on the program such as leaflet, recipe, or bulletin. In some cases, the viewers suggest subjects they want to see considered in future programs.

16. Most of the programs offer to mail additional material, at least occasionally. Generally, the offering is emphasized both orally and visually, with reminders at the end of the program. In most cases, the offering is geared to the subject matter of the show. Several of the programs offer something every week. One does a third of the time. Others do occasionally.
17. Measures of results were generally lacking. Requests for bulletins and leaflets offered, telephone calls, comments by station people, and comments by people met at meetings offer about the only measure, and those of course are only a very extreme minimum gauge.

Station's reaction to the programs are generally very good. In some cases, where Extension put on program experimentally, stations requested it continue. In one or two cases, possibilities of commercial sponsorship only real interest station has in show.

Administrators are enthusiastic about television, but in a couple of cases are concerned about possible sponsorship troubles, and about the balance between education and entertainment in the shows. Television is recognized as an important educational media, but in some cases, there is con-



cern by administrators about the time needed for preparing television programs. Usually the time spent in preparation is the same as for other demonstrations or meetings, but instead of a few people at a meeting the audience is a large and important group.

Evaluation of the results by those who are presenting the programs had several main themes. One was that television offered opportunities of reaching many people whom Extension could never get to meetings. Another was that television offered an easy and effective way of reaching many people especially in cities. Another was that television is especially adapted to teaching marketing information and presenting demonstrations. Some Extension people feel they have no idea of results or value of television.

18. Regarding the value of television in the consumer food marketing education program, there was general opinion that television offers a way to reach many people who could not be contacted by Extension in other ways; that it is a natural medium for use in teaching food marketing education; that it is a quick and easy way to reach city audiences; that it greatly increases the results of teaching as compared with other media for educational work.